

GARDEN STATE / ATLANTIC CITY (N.J.)

PICTORIAL DISPLAYS

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1978	98				29,000	
GARDEN STATE	25	4/15 - 5/14			\$32,000	
@ MONMOUTH					(INCLUDING	
ATLANTIC CITY	84	6/11 - 9/30	649,068	7,727	MONMOUTH	
					26,000	
1979	86	5/25 - 9/4	470,433	6,200		
ATLANTIC	82	5/15 - 9/3	993,125	11,415		
MONMOUTH	173					
1980						
ATLANTIC	72	6/5 - 9/13	536,915	7,355	20,000	combined with
(MONMOUTH)	87	5/23 - 9/11	1,040,172	11,956		monmouth
1981	75	6/1 - 9/12	561,000	7480	\$6,500	
Atlantic		5/11 - 9/5	1,150,710	10461	12,000	
Monmouth	110					

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GARDEN STATE / ATLANTIC CITY (NJ)

L. B. (SPENCER) THROUGH 1974
PICTORIAL DISPLAYS EFF. 1975

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1974						
ATLANTIC CITY	44	8/25-10/19	?			
ATLANTIC CITY @ MONMOUTH	16	5/29-6/11, 8/12-8/24	684,482	11,408		
	60					
GARDEN STATE	60	3/2-5/27	767,298			
TRI-MEET @ GARDEN STATE	15	2/12-2/28	171,767			
		TOTAL GARDEN STATE	939,065	12,521		
	135	TOTAL 2 TRACKS	1,623,547	12,026	22,609	\$ 13.93
1975						
ATLANTIC CITY	42	6/9-7/28	311,220	7,410.97		
ATLANTIC CITY @ MONMOUTH	33	8/25-10/4	275,837	7,410.97	17,000	\$ 11.52
			584,078 75 days			
GARDEN STATE	73	3/1-5/27	579,766	7,942.90		
	148		1,145,064	9,967		
1976						
Garden State	75	3/16-6/10	1,274,280	11,480	17,000	\$ 10.55
Atlantic City @ Garden State	36	2/3-3/15				
Atlantic City	39	7/7-8/30 miles	335,829	8,611		
	150		1,610,109	10,734		
1977						
Garden State	63	2/1-4/14	697,788	11,076	\$34,000 (INCLUDING MONMOUTH)	\$ 15.86 (AND BASED ON MONMOUTH)
Atlantic City @ Garden State	25	5/2-5/30	181,575	7,263		
Atlantic City	22	7/6-7/30	153,142	6,961		
	110		1,032,505	9386		

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GARDEN STATE/ATLANTIC CITY (NJ)

LEO BURNET (SPENCER)

Year	Days	Dates	Official Attendance	Average Daily Attendance	Cost	CPM Attend.
1970						
ATLANTIC CITY	60	8/10-10/17	709,496			
GARDEN STATE	60	4/20-5/30, 10/19-11/14	957,147			
	120		1,666,643	13,889	\$25,399	\$15.24
1971						
ATLANTIC CITY		8/10-10/18	646,984			
GARDEN STATE		4/17-5/31, 10/19-11/13	869,300			
	120		1,516,284	12,635	\$31,481	\$20.76
1972						
ATLANTIC CITY	60	7/21-10/16	753,600	12,560		
GARDEN STATE	60	4/22-5/29, 10/17-11/13	867,960	14,465		
	120		1,505,352	12,544	\$22,609	\$15.02
1973						
ATLANTIC CITY	60	8/13-10/20, 10/22-11/24	935,790	10,397		
GARDEN STATE	60	5/10-6/2	923,040	15,384		
	120		1,858,830	12,392	\$22,609	\$12.16

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